

REMARKS

In light of the above amendments and remarks to follow, entry of this amendment and reconsideration and allowance of this application are respectfully requested.

Claims 13-16 have been amended. Claims 13-19 are pending in this application.

Independent claims 13 and 16 have been amended to recite a "memory" (see specification, for example, pg. 11, ln. 25- pg. 12, ln. 1-3), and independent claim 15 has been amended to recite a "processing unit" (see specification, for example, pg. 8, ln. 10-14). Accordingly, the rejection under 35 U.S.C. § 101 of claims 13 and 15-16, and claims 17 and 19 which depend from claims 13 and 16, respectively, has been overcome and should be withdrawn.

Claims 13-19 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Gross* (U.S. Patent Application No. 2004/0143564) in view of *Handman* (U.S. Patent Application No. 2006/0212444).

The present claims now recite "assigning points to the content in the favorite content list of each of the users other than the first user by dividing a predetermined point value by a total number of contents listed in the corresponding favorite content list." (Claim 13 (emphasis added); claims 14-16 contain corresponding limitations).

Accordingly, the present invention generates a recommendation content list for a first user, based on a favorite content list created by the first user and the favorite content lists created by respective users other than the first user. The claimed invention further requires, in relevant part, assigning points to the content in each of the other users' respective favorite content lists using a predetermined point value, where points are assigned to each of the content of the

favorite content list of a subject other user by dividing the predetermined point value by the total number of the contents listed in the favorite content list of the subject other user. (See specification, for example, at pg. 29, ln. 6-25). Thus, "points in inverse proportion to the total number [of contents] in the favorite content list [of each of the users other than the first user] are assigned to the respective contents". (See specification, for example, at pg. 30, ln. 1-3).

The point assignment feature, therefore, provides that the content of the favorite content lists of the respective other users having a larger total number of contents contributes less to the generation of the first user's recommendation content list, than the content of the favorite content lists of the respective other users having a smaller number of total contents. (See specification, for example, at pg. 30, ln. 18- pg. 31, ln. 12).

Applicant respectfully asserts that the applied portions of *Gross* and *Handman* do not render the claimed invention obvious.

The Examiner admitted that *Gross* does not disclose the claimed inventive features of recommending and generating for a first user a content list indicating common contents with users other than the first user, based on content of favorite content lists respectively created by the other users. In addition, the cited portions of *Gross* do not appear to disclose or suggest using a predetermined point value for assigning points to the contents of the favorite content lists of the respective other users, and where points are assigned to the content for each of the other users by dividing the predetermined point value by the total number of contents listed in the favorite content list corresponding to the other user, as required by the claimed invention.

The cited portions of *Handman* do not cure the deficiencies of *Gross* regarding the claimed invention. Although the cited portions of *Handman* appear to disclose determining values indicating suitability of content for a recommendation based on feedback from users regarding the content, *Handman* does not appear to disclose or suggest assigning points to content in favorite content lists created by respective users other than a first user, by dividing a predetermined point value by the total number of content in the corresponding favorite content list, as required by the claimed invention. In contrast to the claimed invention, *Handman* appears to describe determining content suitability, based on a number of performances of content (paragraph [0154]) or a standard deviation value indicating similarity or dissimilarity among characteristics of content (paragraph [0116]). Nowhere does *Handman* appear to disclose or suggest assigning points to content using a predetermined point value which is divided by the total number of content in the corresponding other user's favorite content list, as required by the claimed invention.

Accordingly, for at least these reasons, *Gross* and *Handman*, alone or in combination, fail to obviate the present invention and the rejected claims should now be allowed.

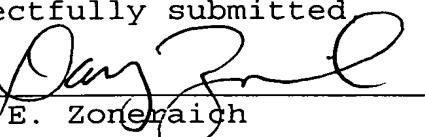
As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095.

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Respectfully submitted

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